## <u>AMENDMENTS TO THE CLAIMS</u>

At the time of the Office Action, Claims 1, 3-4, 9-13, and 15-21 were pending. Claims 1, 3-4, 9-13, and 15-21 are hereby cancelled.   Claim 22 has been added. Claim 22 is currently pending. Claim 22 is supported by the patent disclosure as filed on January 22, 2001.

1.      (Cancelled)

2.      (Cancelled)

3.      (Cancelled)

4.      (Cancelled)

5.      (Cancelled)

6.      (Cancelled)

7.      (Cancelled)

8.      (Cancelled)

9.      (Cancelled)

10.     (Cancelled)

11.     (Cancelled)

12.     (Cancelled)

13.     (Cancelled)

14.    (Cancelled)

15.    (Cancelled)

16.    (Cancelled)

17.    (Cancelled)

18.    (Cancelled)

19.    (Cancelled)

20.    (Cancelled)

21.    (Cancelled)

22.    (New) A method for enhancing interactions between an entity and a constituent, the method comprising a set of steps embodied in computer code configured for execution by at least one processor having access to at least one memory, comprising:

storing a plurality of exchange elements on a database, wherein the plurality of exchange elements on the database, wherein the plurality of exchange items ;

storing a plurality of entity costs to the plurality of exchange elements and storing the assigned plurality of entity costs on the database;

summing the plurality of entity costs associated with the plurality of exchange elements that are associated with the constituent to obtain a total cost and storing the total cost in at least one said memory;

storing a plurality of behaviors on the database, wherein the plurality of behaviors represent activities by the constituent that are deemed beneficial to the entity;

storing a plurality of entity valuations to the plurality of behaviors and storing the assigned entity valuations on the database;

summing the plurality of entity valuations to obtain a total benefit associated with the constituent and storing the total benefit in at least one said memory;

calculating a value exchange gap by comparing the total cost and the total benefit and storing the value exchange gap in at least one said memory;

capturing a mindset attribute relating to the constituent and storing the mindset attribute in at least one said memory;

using the value exchange gap, the mindset attribute, the plurality of entity costs, and the plurality of entity valuations to selectively identify a desirable exchange element not currently associated with the constituent and a desirable behavior not currently associated with the constituent such that the addition of the desirable exchange element and the desirable behavior would reduce the value exchange gap.